

## Positive Alternatives 2017 - 19 Quarterly Update

**Grantee: Birthline**

**Goal: Support, encourage and assist women in carrying their pregnancies to term and in caring for their babies after birth.**

**For the period: July, August, and September 2017**

**Contact Person: Tammy Lindell**

**Phone and email: 320-252-4150      tammy@birthline.org**

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
<b>Administrative Activities</b>	Hiring, training, volunteer coordination, staff assessment, reporting and other administrative duties.		On-going volunteer coordination, monthly staff meeting/assessment and continued quarterly reporting. New Stepping Stones (SS) Coordinators hired and trained to coordinate/run the program.	
<b>Outreach</b>	Increase outreach to vulnerable populations through ads in college directories and other multilingual school-based printed materials; billboards; paid and free ads on social media venues. In person visits and presentations.		A new year of Young Parent Program begin in September. New SS coordinators will continue to run the every other month meetings at Birthline. SS coordinators are preparing to start another school year of meeting with expecting/parenting teen moms at the Area Learning Center. Birthline staff had a booth at the 5 <sup>th</sup> Ave Block Party on the SCSU campus. Two billboards continue in the mall, radio marketing campaign as school began, new advertising materials, such as: banners for public display, Birthline programs card for social service agencies, and online marketing strategy along with videos of who and what Birthline is and the programs it provides.	

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<b>Car Seat Program</b>	The importance of correct car seat installation is discussed with all Stepping Stones clients in the one-to-one informational session. All women are provided the opportunity to attend the car seat class and may select a car seat as an incentive item in the program.	Educ 40  Installat ion 10	All 27 new Stepping Stones clients received correct car seat installation education in their one to one information session, as well as receiving the Buckle Up Kids brochure. Stepping Stones clients had the opportunity to take the advanced car seat safety class and receive a car seat as incentive, which 7 SS clients completed during this reporting period. 3 individuals who attended the class chose to receive a car seat as an incentive. Car seat safety will be Birthline's YR2 evaluation area.	Educ 34  Installati on 7
<b>Case Management Services</b>	All Stepping Stones clients receive in person mentoring and case management; Advocate services include in person and/or telephone follow up for those not enrolled in Stepping Stones.	69	27 new Stepping Stones clients received in person mentoring and case management. There were 40 ongoing SS clients who all received regular one to one follow-up/case management services. Program staff uses a follow-up program within Ekyros to ensure clients receive regular follow-ups and case management.	67
<b>Crib Distribution/ Sleep Safety Education</b>	The importance of safe sleep techniques is discussed with all Stepping Stones clients in the one-to-one informational session. In addition, all women are provided the opportunity to attend the Safe Sleep Class and may select a pack-n-play/Crib as an incentive item in the program.	Educ 40  Distribu tion 10	27 new Stepping Stones clients received Safe Sleep education in their one to one information session. 6 SS clients attending Safe Sleep class, where the clients view the DVD Safe Sleep For Your Baby from the U.S Department of Health and Human Services and all receive the board book <i>Sleep Baby Safe and Snug</i> from Charlie's Kids Foundation. 8 pack-n-plays were selected as incentives during this reporting period.	Educ 33  Distribu tion 8
<b>Education Assistance</b>	Women are proved the encouragement and assistance necessary to complete their high school or higher education. Those who select that option are given direct support in education planning and referrals to additional education	8	All clients seeking or continuing with their education are provided necessary assistance. We had 2 teenage age clients began their senior year of high school, with one of them also starting college courses, 1 on-going client is going back to college, and 1 client looked into the Jeremiah Program. The education module recently was updated to be more comprehensive for the clients in achieving their education goals.	4

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	counselors. Activities include completing educational goals worksheet, meet with a guidance counselor, take GED exam, complete FAFSA, and ESL classes.			
<b>Employment Assistance</b>	Women are provided the encouragement and assistance necessary to improve their employment status. Those who select this option are provided resources for career planning and work stations to develop skills and search for employment. Topics covered are resume/cover letter writing, filling out employment application, visit DEED website and more.	14	1 new SS clients chose employment as a goal in their SS program. 3 on-going Stepping Stones clients obtained employment and 2 on-going went on job interviews. The employment module was recently updated to be more comprehensive for the clients seeking employment and to utilize work stations and utilize internet while at Birthline.	6
<b>Life-Skills Education Program</b>	Women and fathers are provided the opportunity to attend a wide variety of life skills education classes and one-to-one sessions, such as financial literacy and budgeting, sexual integrity, healthy relationships, apartment and home rental, etc.	30	30 SS clients participated in either 1 to 1 life skills education or took life skills classes. 87 pieces of life skills homework were completed by clients. We continue to have Catholic Charities Financial Services teach Financial Literacy classes each month. The SS program began using the <i>Your Money, Your Goals Curriculum</i> from the Consumer Financial Protection Bureau. In addition is updating their relationship/sexual integrity program with Real Essentials.	30
<b>Material Support</b>	All women are provided an opportunity to receive a free \$25 voucher to be used at Treasure Chest Thrift Store for maternity clothing and infant supplies. Emergency layettes are provided on an as needed basis.	50	All 38 new intake clients were provided the opportunity to receive a Treasure Chest voucher for maternity clothing (10 women chose to receive a voucher). 6 women received an emergency layette with diapers and other infant necessities and 4 individual received emergency diapers/wipes.	48

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	All Stepping Stones participants can earn additional material supplies, such as diapers, infant clothing, infant care items and adult care items.		All 79 (new and on-going) Stepping Stones participants had the opportunity to earn additional material support.	
<b>Mental Health</b>	Women are provided referrals or assistance obtaining mental health assessment, counseling and treatment programs.	6	During the initial assessment and goal setting, 3 women reported a need for advanced mental health resources and specifically identified this as a goal. Our Client Advocate/SS staff provided information for referrals to a mental health professional and encouraged follows through for 2 additional women and 2 additional clients attended counseling sessions.	7
<b>Parenting Education</b>	All parenting women have access to classroom-based parenting programs, self-paced parenting videos, and individual worksheet assignments. Activities include Baby Bootcamp for infant care education, age appropriate discipline, bonding with baby, co-parenting with father, etc. All are provided referrals and assistance for additional education if needed	50	All 27 new Stepping Stones participants and 40 on-going SS clients have access to parenting classes, self-paced videos, and individual homework (263 parenting homework assignments).  In addition, all parenting women have access to parenting classes and referrals.	67
<b>Pregnancy Education</b>	All women enrolled in Stepping Stones are provided information on smoking cessation, alcohol/drug cessation and prenatal nutrition. Women may elect to attend additional prenatal classes that cover healthy infant development from conception to birth, and childbirth	50	All women Stepping Stones participants received one to one education on these prenatal health topics.  All 27 new SS clients and 40 on-going SS clients had the opportunity to attend classes, do self-paced parenting videos, and individual assignments.  Doula services are offered and available to all Stepping Stones clients.	67

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	<p>education class. Doula services are available to all women.</p> <p>All parenting women have access to classroom-based parenting programs, self-paced parenting videos, individual educational activities; and are provided referrals and assistance for additional education as needed.</p>		In addition, all parenting women have access to parenting classes and referrals.	
<b>Medical Services/ Pregnancy Testing</b>	Pregnancy tests and/or program needs assessment are offered at initial intake; referrals and support for ultrasound and prenatal exams (pregnancy tests are not paid by PAG). Prenatal vitamins are offered to all pregnant women. Pregnancy options counseling is provided, referrals to adoption agency as needed.	50	All new (38) clients were offered the option of taking a pregnancy test at the initial intake assessment (5 individuals opted to take a pregnancy test). 4 clients of the new clients received prenatal vitamins at their new mentor intake.	38
<b>Provide Necessary Services to All Clients</b>	<p>Provide intake assessment to determine need.</p> <p>Provide women with information on, referral to and assistance with securing pregnancy support services as identified by MDH.</p> <p>Utilize resource database to provide information and make</p>	40	There were 38 women who received intake assessments consisting of securing necessary services. Referrals to community organizations were provided. Common referrals include: cash/financial assistance, SNAP, WIC, medical care and assistance, daycare assistance, housing assistance, educational assistance, and more.	38

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	referrals			
<b>Provide Necessary Services Assessments Only</b>	Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals	1	All new clients were provided with information on, referral to and assistance with securing pregnancy support services and only 1 client only received necessary services assessment only.	1
<b>Transportation Assistance</b>	Women are provided the opportunity to receive gas gift cards or bus passes as an incentive item (or emergency support) to support their transportation needs.	10	All Stepping Stones participants were given the opportunity to receive gas cards or bus passes as an incentive; 12 individuals chose gas gift cards as an incentive and 3 individual chose a bus pass as an incentive in their programming; 1 individual receiving emergency gas gift card.	16

<b>Maternal and Child Health Initiative Task Force Strategies</b>	<b>No.</b>
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	37
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	34
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	67
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	27
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	27
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	27

**Challenges:** Summer months continue to be a challenge for client no-shows to their appointments. With the two new Stepping Stones Coordinators we anticipate new insights and skills in reaching clients and meeting the needs, although the challenge is new staff. Current Stepping Stones Coordinator is expecting a baby in January and is training new staff. In addition, one of our new doulas's had to resign for personal reasons, but new Stepping Stones staffs are working with our Labor and Delivery coach to train new doulas and currently are in the process of recruiting volunteers.

**Comments:** Nicolette Birthline's RN/client advocate recently started offering life coaching appointments to all SS clients. In addition to being trained in ultrasound. Traci Birthline's Outreach and Education director recently began offering relationship coaching sessions to all SS clients.